



# USDA Weekly Retail Turkey Feature Activity

Fri. Oct 26, 2007

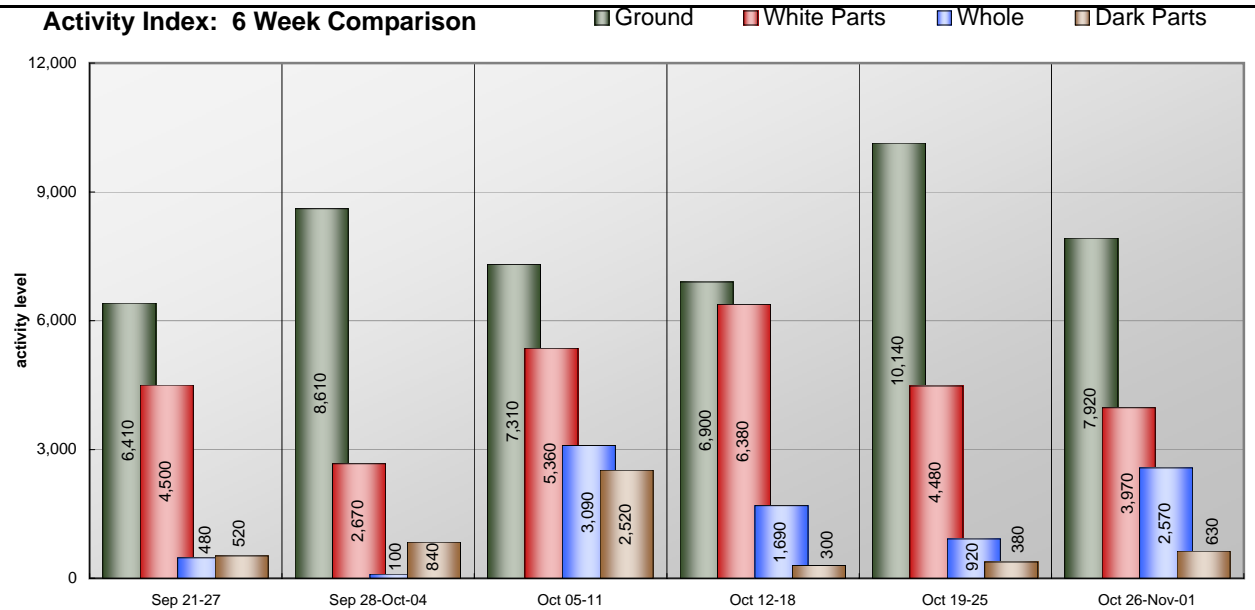
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/26 thru 11/01.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	54.6% of 17,000 outlets		61.0% of 17,000 outlets		48.2% of 17,000 outlets	
Special Rate 4/	6.3%		0.8%		6.2%	
Activity Index 2/	16,550		16,890		18,790	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					600	0.91
" - Toms					600	0.91
Frozen - Hens	1,420	0.96	550	0.85	4,420	0.84
" - Toms	1,150	0.98	370	0.74	4,300	0.83
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	40	2.23	360	1.51		
Frozen	1,020	1.61	1,160	1.86	800	1.73
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	60	2.53			20	1.99
Rotisserie	700	5.73	700	7.03	510	7.51
Boneless, whole						
Cutlets	230	3.88	30	2.99		
Cutlets, thin sliced	1,390	4.09	1,100	4.42	600	4.03
Strips	110	4.99	50	4.99	30	4.99
Tenders	80	3.99	270	4.54		
Marinated Tenders	340	3.97	810	4.00	290	3.99
Drumsticks	1,170	3.95	870	4.44	330	3.61
Thighs	70	1.38	150	1.48	160	1.63
Wings					150	1.68
Necks	20	1.59	150	1.48		
Smoked Drumsticks			10	1.29		
Smoked Wings	280	1.90	40	1.55		
Smoked Necks	130	1.59	30	1.49		
<b>GROUND TURKEY:</b>						
Patties	7,920	2.77	10,140	2.62	5,660	2.34
Sausage	560	2.75	1,160	2.79	220	2.60
85% lean	1,830	2.96	2,430	2.75	1,450	2.30
93% lean	910	1.68	1,110	1.95	440	1.71
Breast	3,030	2.34	4,350	2.36	3,050	2.19
Rolls (frsh/frz 1 lb.)	1,590	3.99	1,090	3.91	500	3.82
	290	1.20	100	1.00	320	1.40

Note: rolls not included in ground fresh ground turkey total and weighted average.

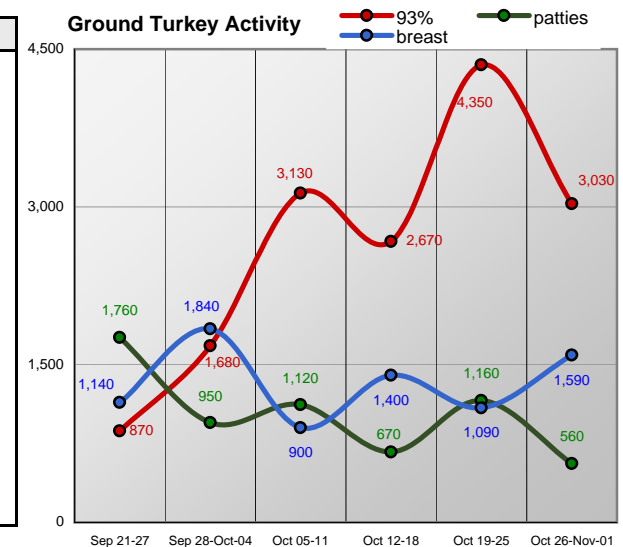
### Activity Index: 6 Week Comparison



### Turkey Featuring - 10/26 thru 11/01

Featuring of turkey at retail counters is down slightly this week lead by a drop in ground turkey ads, much of which is offset by an increase in the frequency of whole bird and breast cuts ads. Promotion of whole birds for the approaching holiday season continues to lag behind last year's pace with average feature price levels much higher than that period. Over 12% of sampled stores have turkey promotions in place lasting through the holiday and holiday dinner promotions are becoming more common. Breast cuts continue to see good promotion with the focus this week on cutlets and marinated tenders. Dark parts were well represented in the smoked category. Ground turkey featuring continues to be active, even late into the ad cycle, despite a drop from last week's very active levels and feature prices remain consistent.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	55.0% of 7,950 sampled outlets 5.7% of stores w/ no-price promotions Activity Index = 8,810			53.3% of 5,300 sampled outlets 7.4% of stores w/ no-price promotions Activity Index = 3,860			55.7% of 3,750 sampled outlets 5.7% of stores w/ no-price promotions Activity Index = 3,590		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.69 - 0.99	700	0.88	0.69 - 1.19	460	0.91	1.19 - 1.29	260	1.29
" - Toms	0.89 - 0.99	390	0.99	0.49 - 1.19	500	0.81	1.19 - 1.29	260	1.29
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.29	40	2.23						
Frozen	1.49	200	1.49	1.18 - 1.79	310	1.46	1.49 - 1.99	510	1.74
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.49 - 2.99	60	2.53			
Rotisserie	3.74 - 7.99	340	5.52	5.49	50	5.49	5.99	310	5.99
Boneless, whole	2.99 - 3.99	230	3.88						
Cutlets	3.88 - 4.49	1,310	4.07				4.54	80	4.54
Cutlets, thin sliced	4.99	110	4.99						
Strips							3.99	80	3.99
Tenders	3.88 - 3.99	260	3.97				3.99	80	3.99
Marinated Tenders	3.73 - 4.79	810	4.09	3.99 - 4.26	240	4.11	2.66	120	2.66
Drumsticks				1.29 - 1.59	70	1.38			
Thighs									
Wings				1.59	20	1.59			
Necks									
Smoked Drumsticks	1.59 - 2.29	250	1.93	1.49 - 2.29	30	1.72			
Smoked Wings	1.59	130	1.59						
Smoked Necks	1.59	130	1.59						
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	370	2.67	2.08 - 3.17	50	2.62	3.00	140	3.00
Sausage	2.23 - 3.49	1,030	2.89	2.00 - 3.59	560	3.26	2.46 - 3.00	240	2.58
85% lean	1.29 - 1.99	510	1.70	1.53 - 1.99	380	1.65	1.59	20	1.59
93% lean	1.67 - 2.68	1,470	2.29	2.00 - 2.63	760	2.32	2.39 - 2.80	800	2.47
Breast (99-100% lean)	3.49 - 4.79	530	4.12	3.33 - 3.99	370	3.75	3.91 - 4.16	690	4.01
Rolls (frsh/frz 1 lb.)	1.25	200	1.25	0.99 - 1.25	90	1.09			